

Digital Marketing & Social Media - B.S.

The Digital Marketing & Social Media bachelor's degree program is a collaborative degree offered through the College of Engineering & Design and College of Business.

This program provides a balanced combination of theory and applied knowledge to enable students to acquire skills in various technologies, such as social media marketing, data collection and analytics; search engine marketing; content marketing; screen design and content management; online research; mobile advertising; CRM strategy; and digital advertising. The program consists of a number of general studies courses and related professional studies courses, and offers professional certifications in a number of digital marketing areas.

Upon completion of the program, graduates are expected to:

- Collect and analyze data to evaluate the effectiveness of social media and digital marketing strategies.
- Analyze, evaluate and redesign existing digital marketing and/or social media strategies to optimize an organization's online presence.
- Provide data driven solutions for the management of content in social media and online marketing campaigns.
- Communicate complex data sets to both technical and non-technical audiences.

With the continual increased use of digital marketing and social media, there is a growing need for employees with marketing, technology and analytics backgrounds. This program provides students with a solid foundation in each of these areas, giving them a competitive advantage in the workplace.

This program takes an interdisciplinary approach and emphasizes experiential education as a means of gaining readily transferrable knowledge upon graduation. Students may also apply these skills in programs such as directed experiential education or study abroad. These programs are tailored based on student learning, interests and professional goals. A variety of experiential educational options are available for students to complete their applied learning requirements. Additionally, students may choose to use an additional 6 credits from their free electives based on advising and pre-planning.

An important component of the program's educational experience is the Arts & Sciences Core Experience. Graduates are expected to show competencies in higher order thinking, communications, ethics, global diversity, responsible citizenship and leadership.

Digital Marketing & Social Media

A four-year program leading to the bachelor of science degree

Major Courses College of Business

ADVC3010	Digital Media Planning	3
ADVC4050	Search Engine Marketing	3
MRKT1001	Marketing Foundations	3
MRKT2050	Marketing Research	3
MRKT3011	Data-Driven Marketing	3
MRKT3045	Social Media Marketing	3
MRKT3085	Marketing Analytics	3

Major Courses College of Engineering & Design

CSIS2030	Database Concepts	3
CSIS2075	Interface Design for Mobile Devices	3
DMSM1001	Introduction to Digital/Social/Mobile Media	3
DMSM2025	Introduction to Data Visualization	3
DMSM2050	Spreadsheets for Data Analysis	3
DMSM4030	Senior Capstone	4
FIT1040	Spreadsheet Design for Business Solutions	3
GDES1040	Foundations of Web Design	3
GDES1060	User Experience and Content Design I	3
GDES2050	Content Management Systems	3
PRMG2010	Introduction to Project Management & Project Membership	3

Applied/Experiential Learning

Choose 6 credits from the following:		6
BUS4799	College of Business Internship ^{1c}	
DEE3999	Directed Experiential Education ^D	
TECX4099	College of Engineering & Design Internship ^{1c}	

Related Professional Studies

LAW2001	The Legal Environment of Business I	3
LAW3080	Cyberlaw	3

MCST2450	Writing in Digital Media	3
A&S Core Experience		
Communications Foundations Courses		9
ENG1020	Rhetoric & Composition I	
ENG1021	Rhetoric & Composition II	
ENG1030	Communication Skills	
Integrative Learning		6
Two ILS courses, one at the 2000 level, and one at the 4000 level (ILS2385 recommended)		
Arts and Humanities		6
PHIL3240	Ethics: A Global Perspective	
One course from ART, HIST, HUM, LIT, or REL		
Mathematics		6
MATH1020	Fundamentals of Algebra (or higher, based on student's placement)	
MATH2001	Statistics I	
Science		3
One course from BIO, CHM, PHY or SCI		
Social Sciences		6
SOC1001	Sociology I	
One course from ANTH, ECON, GEND, LEAD, PSCI, PSYC, or RES		
A&S Electives		6
Two courses with an EASC attribute		
Free Electives		
9 credits selected from 1000-4999 numbered offerings within the university		9
Total Credits		121.0

^{1c}Typically, internships require a minimum of six credits. Students interested in a 9 or 12-credit internship can apply additional experiential learning and free elective credits, if available. Students are strongly encouraged to contact a faculty advisor before scheduling internship and free elective credits.

^DDirected Experiential Education (DEE) opportunities are based on project availability with community partners and student eligibility. For more information, visit Experiential Education & Career Services (EE&CS).

NOTE: Students must pass MATH0010 Pre-Algebra or have equivalent placement scores to enroll in required math course(s).

Note: Students must pass ENG0001 Writing Workshop or have equivalent placement scores to enroll in ILS 2000-level courses

Internships will be available but they will not be required. For online students who do not wish to register for an internship, 3000+ level college discipline-specific courses can be taken in place of the internship.

In collaboration with academic colleges across all JWU campuses, JWU Global Study Abroad programs offer a variety of international options for major, minor, arts and sciences, and elective credit at many affordable price points for students during the academic year, break periods, and summer. Faculty-led, exchange, affiliate, and direct-enroll programs range in duration from one week to a full semester or full year. Financial aid may be applied and scholarships are available. Visit the study abroad website for information, program descriptions and online applications. Where will you go?